

Message Text

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ACTION COME-00

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R 111517Z SEP 73

FM AMEMBASSY LAGOS

TO SECSTATE WASHDC 1026

INFO AMCONSUL IBADAN

AMEMBASSY LUSAKA

AMCONSUL KADUNA

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FOR COMMERCE

E.O. 11652 : N/A

TAGS : BEXP, NI

SUBJ : U.S. COMMUNICATIONS EQUIPMENT FOR SCHOOL AND BUSINESS TRADE
MISSION

REF : STATE 170083

SUMMARY

TO HEIGHTEN INTERNAL INTEREST IN TRADE MISSION EMBASSY RECOMMENDS THAT PRODUCT MIX SHOULD BE EXPANDED TO INCLUDE PHOTOCOPYING AND DICTATING EQUIPMENT, AND MINIATURE CALCULATORS. WE SUGGEST KADUNA BE SUBSTITUTED FOR IBADAN AS SECOND CITY STOP IN NIGERIA. WE URGE WASHINGTON PRESS PACKAGE BY LATE OCTOBER. COMPANY MEMBERS SHOULD BE URGED TO BRING WITH THEM ON MISSION DEMONSTRATION MODELS OF LIGHT EQUIPMENT WHICH THEY ARE OFFERING. END SUMMARY.

1. EMBASSY SEES MERIT IN COMMERCE'S PLAN FOR PROMOTION OF VISUAL AIDS, CLOSED CIRCUIT SYSTEMS, INTERCOMS, AND BASIC COMMUNICATION ITEMS AND SERVICES APPLIED TO BUSINESS AND EDUCATIONAL SYSTEMS. SUCH PRODUCTS, HOWEVER, SHOULD BE RECOGNIZED TO BE INNOVATIVE AND RELATIVELY ESOTERIC TO NIGERIAN SCENE. ALTHOUGH WE DO NOT SEE PROSPECTS OF SUBSTANTIAL IMMEDIATE SALES, THERE SHOULD BE OPPORTUNITIES IN THIS BOOMING ECONOMY FOR DEVELOPING SIGNIFICANT MARKET. MANY OF TWELVE STATE MINISTRIES OF EDUCATION HAVE FAIRLY

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IMMEDIATE PLANS FOR MODERATE EXPANSION OF THEIR AUDIO VISUAL

CAPABILITIES. SECRETARY OF NIGERIAN AUDIO VISUAL AIDS ASSOCIATION, KADUNA, WHO HAS 200 MEMBERS IN NORTH CENTRAL STATE, IS VERY ENTHUSIASTIC ABOUT VISIT OF MISSION. MAJOR BUSINESS HOUSES AND GOVERNMENT OFFICES ARE POTENTIAL CUSTOMERS FOR INTERCOM AND RADIO COMMUNICATIONS FOR INTRA ORGANIZATION OPERATIONS BECAUSE OF POOR PERFORMANCE OF TELEPHONE SYSTEM.

2. EMBASSY FEELS STRONGLY THAT PRODUCT MIX FOR TRADE MISSION SHOULD BE BROADENED TO INCLUDE PHOTOCOPYING EQUIPMENT, DICTATING EQUIPMENT, AND ELECTRONIC POCKET CALCULATORS--ITEMS WITH WIDE TRADE INTEREST TO PROSPECTIVE IMPORTERS AND DISTRIBUTORS.

3. TRADE MISSION MEMBERS SHOULD BRING WITH THEM AUDIO VISUAL AND OTHER EQUIPMENT ITEMS WHICH CAN BE CARRIED AS AIR FREIGHT CARGO. VTR EQUIPMENT, IF TO BE USED, SHOULD BE CARRIED FROM THE UNITED STATES AS U.S.I.S. LAGOS USES SONY MODEL WHICH WE WOULD NOT RECOMMEND DEMONSTRATING IN SHOW DESIGNED SELL AMERICAN EQUIPMENT. IN BOTH LAGOS AND KADUNA WE WOULD PLAN TO STAGE DEMONSTRATIONS AND TALKS WITH EDUCATION DEPARTMENT AUDIENCES AS PORTION OF OVERALL PROGRAM; EMPHASIS SHOULD BE GIVEN FIRST TO WORKING EQUIPMENT, SECOND TO INSTRUCTIONAL FILMS DEMONSTRATING EQUIPMENT AND LASTLY, CATALOGS.

4. PAO URGES PRESS PACKAGES AT LEAST 6 WEEKS PRIOR TO MISSION VISIT. INNOVATIVE PRODUCT PARTICULARS WITH PICTURES COULD BE PROMOTED PRESS. MISSION VISIT AND PRODUCTS CAN BE FEATURED IN 1000-CIRCULATION NOVEMBER/DECEMBER EMBASSY COMMERCIAL NEWSLETTER; TEXT SHOULD BE AVAILABLE LAGOS LATE OCTOBER-EARLY NOVEMBER. TAPED VIDEO RECORDING BY MISSION DIRECTOR COULD BE PLACED LAGOS AND KADUNA TV STATIONS.

5. EMBASSY SUGGESTS THAT TRADE MISSION ARRIVE SATURDAY OR SUNDAY DECEMBER 1 OR 2 AND SCHEDULE OPERATIONS LAGOS DECEMBER 3-5 DEPARTING DECEMBER 6 AT 0830 FOR KADUNA ON NIGERIAN AIRWAYS WT 670 ARRIVING 0935. CONSULATE KADUNA BELIEVES VISIT THERE MOST DESIRABLE; VISIT SHOULD ATTRACT MOST INTERESTED INDIVIDUALS FROM OTHER AREAS IN NORTH. NIGERIAN AUDIO VISUAL AIDS ASSOCIATION, HEADQUARTERED KADUNA, ANXIOUS TO ASSIST IN ARRANGEMENTS FOR PROGRAM WITH UNIVERSITY GROUPS. WE RECOMMEND EXCLUSION OF IBADAN FROM PROGRAM AS THAT CITY IS WITHIN LAGOS REGIONAL MARKET. UNCLASSIFIED

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AFTER TWO-DAY PROGRAM KADUNA MISSION COULD DEPART DECEMBER 8 AT 1430 FOR LAGOS ON WT 677 ARRIVING 1555. AS ALTERNATIVE TO YOUR SUGGESTED 1300 DECEMBER 9 DEPARTURE LAGOS SUGGEST ET 782 AT 2230 DECEMBER 8 TO ADDIS ABABA AND ET 787 TO NAIROBI. ALTERNATIVE WOULD GIVE MISSION MEMBERS FULL 24 HOURS NAIROBI.

6. DURING COMMERCE RECRUITMENT EFFORTS COMPANIES SHOULD BE MADE TO REALIZE LOW STATE OF NIGERIAN TECHNOLOGY AND MAINTENANCE

CAPABILITIES. NEW LINES TO MARKET MUST GENRALLY BE ASSIGNED TO RELATIVELY YOUNG NIGERIAN COMPANIES WHICH ARE UNABLE TO PURCHASE GOODS ON CONFIRMED LETTER OF CREDIT BASIS, OR TO ALLOCATE FUNDS TO TRAIN AND BUILD MAINTENANCE SERVICE CAPABILITIES. TO BE SUCCESSFUL IN MARKET U.S. FIRMS MUST BE PREPARED TO INVEST IN THEIR DISTRIBUTORS BOTH IN TRAINING AND IN REVLOLVING CREDITS OR CONSIGNMENT MERCHANDISE UNTIL PROFITABLE OPERATION CAN BE ESTABLISHED. NIGERIAN SALES REPRESENTIVES TEND TO NEED SUPPLIER SUPPORT ON DEMONSTRATION UNITS WHICH ARE ESSENTIAL IN MARKET WHERE CUSTOMERS REACT QUICKLY TO EQUIPMENT THAT CAN BE SEEN AND TOUCHED.

7. DESIRE KNOW SOONEST EXISTING NIGERIAN DISTRIBUTORS, IF ANY, FOR PRODUCT LINES INCLUDED MISSION SALES EFFORT, IN ORDER DRAW UPON THEIR ASSISTANCE AS REQUIRED.

8. EMBASSY WOULD APPRECIATE EARLY ADVICE ON VISIT DATES FOR ADVANCE OFFICER IN ORDER THAT HOTEL RESERVATION CAN BE BOOKED.
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